

Please cancel Claims 14-27 as follows:

1. (Original) A reflector comprising a substrate having a plurality of light-reflective concave portions on a surface thereof, each concave portion having a first vertical section and a second vertical section which pass through a deepest point of the concave portion,

wherein the first vertical section has an internal shape defined by a first curve and a second curve, the first curve extending from a first point on a peripheral edge of the concave portion to the deepest point of the concave portion, and the second curve extending continuously from the first curve and from the deepest point of the concave portion to a second point on the peripheral edge of the concave portion, and a first average of an absolute value of an inclination angle of the first curve relative to the substrate surface is larger than a second average of an absolute value of an inclination angle of the second curve relative to the substrate surface, and

wherein the second vertical section is perpendicular to the first vertical section and has an internal shape defined by a shallow curve and deep curves formed at both sides of the shallow curve, the deep curves having a smaller radius of curvature compared with the shallow curve.

2. (Original) A reflector according to Claim 1, wherein the concave portions are formed such that the first vertical sections and the second vertical sections of each concave portion are aligned in the same direction and orientations of the first curves in each concave portion are the same.

3. (Original) A reflector according to Claim 1, wherein the inclination angle of the first curve relative to the substrate surface and the inclination angle of the second curve relative to the substrate surface are substantially zero at the point at which the first curve and the second curve are connected to each other.

4. (Original) A reflector according to Claim 1, wherein the concave portions are irregularly formed such that the depth thereof varies in a range of about 0.1 mm to 3 mm.

5. (Original) A reflector according to Claim 1, wherein the concave portions are irregularly arranged next to each other.

6. (Original) A reflective liquid crystal display comprising a reflector according to Claim 1.

7. (Original) A liquid crystal display according to Claim 6, wherein the concave portions are formed such that the first vertical sections and the second vertical sections of each concave portion are aligned in the same direction and orientations of the first curves in each concave portion are the same, and the reflector is installed such that the first curves are disposed above the second curves in each concave portion when viewed by an observer.

8. (Original) A reflector according to Claim 1, wherein the deep curves are formed symmetrically across the shallow curve.

9. (Original) A reflector according to Claim 1, wherein the deepest points and central points of the concave portions are not vertically aligned.

10. (Original) A reflector according to Claim 1, wherein the first average varies from about 2° to 90°.

11. (Original) A reflector according to Claim 1, wherein the second average varies from about 1° to 89°.

12. (Original) A reflector according to Claim 1, wherein an absolute value of an inclination angle of the shallow curve relative to the substrate surface is at most about 10°.

13. (Original) A reflector according to Claim 1, wherein an absolute value of an inclination angle of the deep curve relative to the substrate surface is about 2° to 90°.

Claim 14 – 27 (Cancelled)